

*All representation of the federal and provincial governments be integrated outside of Canada. In cases where provinces feel they must retain separate representation, their offices should be co-located within the Embassy or Consulate.*

### **Recommendation 3**

In addition to improving coordination and eliminating duplication overseas, there is a corresponding need for change domestically. The Committee recommends:

- i. The establishment of one-stop shops for all federal and provincial international business development activities; and,*
- ii The administration of international trade services in Canada, including these one-stop shops, be coordinated by the provincial governments.*

An integrated international business unit would result in cheaper, more coordinated and less confusing service to the exporter, as exporters would be able to contact, in one location, federal and provincial representatives, local Export Development Corporation (EDC) representatives and private sector groups (exporters' associations).

The locations of these one-stop international business shops should be selected on the basis of demand by the business community. In cities where Canadian Business Service Centres are located, the government should co-locate these two centres, to avoid duplication. It is essential that one-stop facilities be able to assist non-export ready companies to receive the appropriate export education and preparation they require.

In the event that provinces decline to coordinate the administration of international trade services in Canada, at a minimum, all federal services should be integrated in that province and coordinated at the federal level.

### **Recommendation 4**

Over the past ten years, the number of trade enquiries handled by missions abroad has tripled and the number of business visitors doubled. However, increases in trade staff have not kept pace with this escalated demand. Given that fiscal constraints limit the addition of new staff, the Steering Committee recommends:

*Companies be "filtered in" on the basis of their export readiness.*

More explicit filtering of companies will help reduce workloads overseas so that time and